

Note for Neidle, Bruce

From: Arwady, Marge
Date: Tue, Jul 18, 1995 4:25 PM
Subject: C.I. ALERT-"State Express" Launch
To: Alfieri, Frank; Anise, Roy; Beane, Tim; Beran, Dave; Berkowsky, Bill; Blumenson, Gail; Campbell, Bill; Carboni, Judy; Carchman, Rich; Chambers, Liz; Chapman, Greg; Chaump, Joe; Clary, John; DeBardleben, Marian; Dodd, Park; Eastburn, Gary; Eck, Robert; Finch, Charles; Fox, Michelle; Fuller, Stuart; Galeotti, Kay; Garguilo, Thomas; Gawronski, Edward; Gee, Edward; Gilbert, Jacquie; Goldfarb, Arthur; Gordon, Mary; Gorney, Susan; Greene, Julie; Hahn, Patti; Houghton, Ken; Johnson, Craig; Johnson, Tony; Jones, Lance; Kramer, John (PMI); Kuffler, Marc; LaDuke, Doug; Laffoon, Susan; LeVan, Suzanne; Levy, Carolyn; Lewis, Arlene; Lilly, Cliff; Lively, Ron; Lund, Nancy; Mahan, Michael; Manfredi, Joe; Markham, Linda; McCormick, Ruth; McDermott, Maureen; McEncroe, Katie; Merlo, Ellen; Mikulay, Robert; Milby, Dave; Moore, Deneen; Morgan, Jim; Morgan, Kevin; Mortensen, Jim; Murphy, Mike; Murphy, Virginia; Myracle, Jim; Neidle, Bruce; Nelson, Doug; Nelson, Jack; Nelson, Timothy; O'Brien, Barry; Oettinger, Diane; Olson, Rich; Padoan, Art; Paoli, Pete; Parrish, Steve; Piskor, Stephen; PM Library; Priddy, Robert; Reuter, Barbara; Ricks, James; Saloun, Tom; Sarmento, Roberto; Schuyler, Brian; Selter, Neil; Simons, Renee; Smith, Willie; Steele, Harry; Stirlen, Rick; Suter, Mark; Szymanczyk, Mike; Tarring, Greg; Taylor, Bill; Thomas, Jim; Vander Putten, James; Vasquez, Steve; Walchak, Mark; Webster, Ross; Weinstein, Barbara; Wexler, Larry; Willard, Howard; Winkler, Karen

TO: Distribution **DATE:** July 18, 1995

FROM: Marge Arwady

SUBJECT: C. I. ALERT: B&W Launches B.A.T.'s International Brand
"STATE EXPRESS" in U.S.

According to a Brown & Williamson letter dated July 17, 1995 addressed to "All Our Domestic Direct Buying Customers," beginning August 1, 1995, the following STATE EXPRESS cigarettes will be available to order through Brown & Williamson. The first ship date for this product will be Tuesday, August 8.

STATE EXPRESS	Price Per M	Price Per Case	Price Per Carton
Kings Box	\$57.45	\$547.50	\$11.49
Lights Kings Box	\$57.45	\$547.50	\$11.49
International Box *	\$85.35	\$853.50	\$17.07
Special Filter	\$57.45	\$287.25	\$11.49

*Due to the dimensions of this pack, a \$5.00 per 10M case special "tax stamping" handling allowance will be paid off-invoice.

The letter states: "Normal B&W terms will apply to this product. STATE EXPRESS orders will be shipped to you from NevCal Transportation Service, Sparks, Nevada until further notice. STATE EXPRESS sales volume will qualify for payment under our Performance Plus Wholesale Program." The letter closes referring those with questions to "please contact

your local B&W Specialty Markets Manager."

B.A.T. previously marketed the U.K.-produced STATE EXPRESS brand directly throughout Asia, predominantly in China. A premium Virginia blend, it has been one of the oldest and biggest brands in China since before the Communists took over, according to PMI. There has been very limited prior distribution in San Francisco and other localities with large Asian populations.